# IMPLEMENTING THE INTERACTION MODEL OF CLIENT HEALTH BEHAVIOUR IN PET HEALTH INFORMATION BEHAVIOR INTERVENTIONS

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ABSTRACT

This poster demonstrates the usefulness of Cox's Interaction model of client health behavior (IMCHB) for the development of effective health Information behavior intervention for small animal veterinary clients. The IMCHB focuses on identifying explanatory relationships between the three major conceptual elements: client singularity, client-provider relationship, and health outcome. Through our application of a qualitative data analysis tool (NVivo 10) in a literature review process we describe the model, conceptualizes three major elements of it for investigating online pet health information behavior interventions, and, shows how they can be applied in veterinary care settings. By the adaption of IMCHB we can simultaneously explore pet owner's health information seeking behavior through the uniqueness of the client, interactions between pet owner and veterinarian, and the healthcare outcomes because of information intervention.
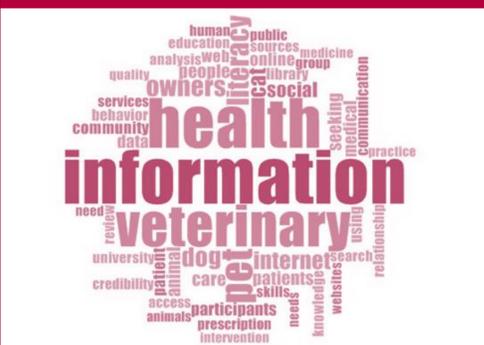
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INTRODUCTION

Humans appear to share a very close relationship with their pets, most pet owners think of their pets as family members and consider their pets' wellbeing as themselves. Since, pet owners are active participants in their pet's medical treatment, they seek health information from variety of sources to make informed decisions. However, a number of information seeking and intervention studies seem to focus on skills to search, select, appraise, and apply pet health information, there is a lack of comprehensive frameworks and models to intervene and evaluate health information seeking behavior (HISB) of pet owners. It is recommended to draw on multidisciplinary frameworks, especially health behavior models, when working with and beyond health information issues that can capture the complexity of HISB[2]. Therefore, we identify and adapt The Interaction model of client health behavior (IMCHB) that is applicable to information intervention for the group of pet owners in the context of veterinary medicine.

OBJECTIVE

Our objective is to conceptualize and operationalize elements of The IMCHB model created by Dr. Cheryl Cox[3] that aimed to identify explanatory relationships between client singularity, client-provider relationship, and health outcome in any health care setting and to any health care provider.

Why IMCHB?

The object of the model aligns with the purpose of the study:
(1) the pet owners' characteristics such as HISB, health literacy and pet-owner relationship,
(2) the client education/intervention process, which is an interface between pet owner and veterinarian,
(3) the health outcome of information interventions, are all captured within the IMCHB.

Method

By doing a combination of inductive and deductive coding with Nvivo software through a multidisciplinary literature review we indicate the most influencing factors on HISB of pet owners, including human-pet relationship, veterinary-client interactions, and pet owner's health literacy.

RESULTS
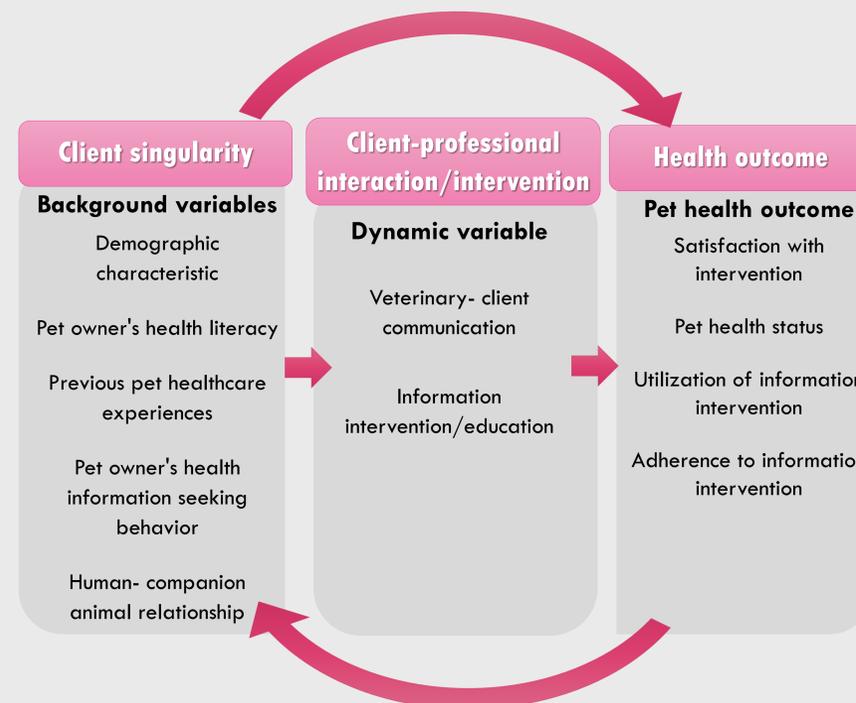
Fig 1 Adaptation of IMCHB for investigating pet owner's health Information behavior interventions

Table 1 Describe the conceptualization and operationalization of IMCHB

The IMCHB Concept	Adapted Model Conceptualization	Adapted Model Operationalization	Sample Measures
Client singularity	Unique intrapersonal & contextual configuration of an individual		
Demographic characteristics	Pet owners' characteristics	Age, Sex, Race, Education, Income	Demographic questionnaires
		Pet owners' health literacy	Various health literacy performance-based or self-reported instruments, such as HLSQMs, TOFHLA, eHEALTH
Previous health experience	Previous pet healthcare experience	Past experience with veterinarians' information intervention/education	Pet's (electronic) medical records
Environmental resources	Availability of information	Pet owner's health information seeking behaviors	Information seeking behavior questionnaires
Social influences	Positive and negative aspects human-companion animal relationship	Human-companion animal interaction, emotional closeness and costs	Various human- companion animal relationship instruments, such as LAPS, CABS, MDORS
Client-professional interaction	Extent to which veterinarian attends to individualistic client (pet owner) needs		
Professional competencies	Vet-client communication	Measuring patient-centredness	observation-based instruments such as Roter-based method, Henbest and Stewart method
Provision of health information	Process of providing health Information education/intervention	Education materials such as veterinarians prescribed information	Observation/ checklists
Health outcome	The impact of health information on health behaviors and outcomes		
Satisfaction with care	The extent that a client satisfies with intervention/education	Satisfaction with information intervention/education	Follow-up questionnaire/ interview
Clinical health status indicator	Pet health and well-being parameters	Pet health status	Pet's (electronic) medical records
Utilization of health services	The extent a client utilizes health resources	Utilization of information intervention (such as information prescription)	Follow-up questionnaire/ interview
Adherence to Recommended care	The extent that a client engages in information intervention to reach pet optimal health	Adherence to information intervention (such as recommended information sources)	Follow-up questionnaire/ interview

CONCLUSIONS

The IMCHB would appear to be a useful framework with which to establish an empirical base on which information interventions could be developed and evaluated in veterinary practice. This adapted model has been used as a conceptual guide to explain the correlates of veterinarians prescribed information and pet owner's health information behavior and explore the relationship of health literacy with their utilization of Information prescription[4]. Findings provide strong support for the use of the IMCHB to explain information intervention outcomes. Also, this model serve as an initial step to engage Librarians and veterinarians for planning on pet health information intervention. Further study needs to test the proposed model in various veterinary case studies and pet owners populations for validation.

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